

Application No.: 09/479,918
Amendment dated October 21, 2009
Reply to Office Action of April 21, 2009

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1-16. (Canceled)

17. (Currently Amended) A system producing a printed product in response to changes in a corporate sales management system, the system comprising:

a first computer having a computer-implemented database monitoring ~~unit-function~~ that monitors a database, the database being located at a corporate facility, wherein the database monitoring ~~unit-function~~ detects changes to the corporate sales management system and, in response thereto, generates event data comprising information that describes the sales management event; and

a print processing facility, located at a geographic location different from the corporate ~~location-facility~~ and coupled to the database monitoring ~~unit-function~~ over a network, wherein the print processing facility receives the event data, compares the event data to one or more predefined event rules that determine ~~whether one of that~~ the printed product should be produced and that the printed product should not be produced and, in response to a positive determination, ~~determination that the printed product should be produced,~~ automatically generates a print order for the printed product using information extracted from the event data.

18. (Original) The system of claim 17, wherein the print order comprises a procurement request that requires further approval by a corporate employee before the printed product is produced.

19. (Original) The system of claim 17, wherein the procurement request is approved in a procurement system located at the corporate facility, and wherein the print processing facility transmits the procurement request to the procurement system for approval by the corporate employee.